



Virginia Green Partner Profile:



Lodging Technology

Roanoke, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Lodging Technology

"Lodging Technology is the manufacturer of guestroom energy management products for hotels and motels. Our products, which are manufactured in Virginia, reduce guestroom energy consumption 35% to 45% by controlling HVAC systems in unoccupied guestrooms."

"Lodging Technology is connected to the tourism industry by selling guestroom energy management products to hotels and motels. Our products help hotel and motel owners reduce energy consumption while minimizing environmental impact."

Green Statement: "It's important for Lodging Technology, a Virginia company, to support the Virginia Green Program not only to minimize our own environmental impact, but to support our Virginia customers in their efforts to "Go Green"."

CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☑ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out emails or mailers to their membership about Virginia Green.
 - Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
 - Set a goal for recruiting their member facilities.
 - Include a Virginia Green feature in their newsletter or other publication.
 - Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
 - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.

- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have conferences at a Virginia Green Lodging facility, and let the facility know that they want a "green event!"
- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Use non-bleached napkins
- Serve water in pitchers and glassware instead of bottles
- Avoid box lunches – trays/platters of food are much less wasteful

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: toner cartridges, cardboard, packing supplies, batteries, electronic equipment
- Use bulk soap dispensers instead of individual soaps
- Purchase recycled-content paper towels and toilet paper
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Use latex paints
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Purchase *EnergyStar* computers, copiers, and appliances
- Use fuel efficient vehicles or hybrid vehicles

For more information on **Lodging Technology**, see www.lodgingtechnology.com or contact **Jon Griffin** at jgriffin@lodgingtechnology.com or 540-362-7500.

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

